

DAILYGAMECOCK.COM



The Daily Gamecock's online edition serves parents, alumni and thousands more with content from the day's paper as well as supplemental photo slideshows, videos and exclusively online features and news content. The site is updated each night with the newspaper's print production, as well as throughout the day as news breaks and features unfold. Both The Gamecock's Twitter and Facebook followings, which number around 15,000, are directed to the site.

2011/12	474,448 unique visitors 1,327,058 page views	4162 Facebook likes 13,497 Twitter followers
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- 1** Top Banner (728 x 90):
\$40/day; \$250/week
- 2** Large Box (300 x 250)
\$30/day; \$200/week
- 3** Tower (120 x 250):
\$20/day; \$100/week
- 4** Poll (300 x 100)
\$150 per week